

WHAT IS CLAIMED IS:

1. An applicator for applying a substance onto keratinous fibers, eyelashes or eyebrows, the applicator comprising:

a rod having a longitudinal axis and an end extending along said longitudinal axis; and

a brush fixed to said end of said rod, said brush including:

a core having a bristle-carrying portion ; and

bristles extending from said bristle-carrying portion of said core, wherein substantially all points of said bristle-carrying portion make a non-zero angle relative to said longitudinal axis of said end of said rod that is less than about 20°.

2. An applicator according to claim 1, wherein said bristles have free ends which define an envelope surface of non-circular cross-section along at least one point of said bristle-carrying portion.

3. An applicator according to claim 1, wherein said bristle-carrying portion is substantially rectilinear.

4. An applicator according to claim 2, wherein said bristle-carrying portion includes a middle at a distal end extending from said middle, and wherein said longitudinal axis of said end of said rod intersects said envelope surface of said distal end.

5. An applicator according to claim 1, wherein substantially all points of said bristle-carrying portion of said core form an angle, relative to said longitudinal axis of said end of said rod of less than about 15°.

6. An applicator according to claim 1, wherein said bristle-carrying portion of said core forms an angle of less than about 10°.

7. An applicator according to claim 1, wherein said angle formed by the bristle-carrying portion of said core, relative to said longitudinal axis of said end of said rod, is between about 0.2° and about 15°.

8. An applicator according to claim 1, wherein said bristle-carrying portion of said core forms an angle relative to said longitudinal axis of said end of said rod between about 1° and about 10°.

9. An applicator according to claim 1, wherein said bristle-carrying portion of said core forms an angle relative to said longitudinal axis of said end between about 5° and about 10°.

10. An applicator according to claim 1, wherein said rod of said bristle-carrying portion of said core includes a remote end situated at a distance from said longitudinal axis of less than about 7.5 mm.

11. An applicator according to claim 1, wherein said rod of said bristle-carrying portion of said core includes a remote end situated at a distance from said longitudinal axis of less than about 4.5 mm.

12. An applicator according to claim 1, wherein said brush includes at least one longitudinal ridge.

13. An applicator according to claim 9, wherein said brush includes two to eight ridges.

14. An applicator according to claim 1, wherein said brush includes at least one plane or concave face.

15. An applicator according to claim 1, wherein when said brush is observed in cross-section, said brush including at least one convex face having a radius of curvature, that is greater than a length of a longest bristle extending from said core in said bristle-carrying portion.

16. An applicator according to claim 1, wherein said core includes at least two twisted-together strands.

17. An applicator according to claim 16, wherein said at least two strands are twisted together with a left-hand pitch.

18. An applicator according to claim 16, wherein said at least two strands are twisted together with a right-hand pitch.

19. An applicator according to claim 2, wherein said envelope surface is of constant cross-section over most of the length of said bristle-carrying portion of said core.

20. An applicator according to claim 2, wherein said envelope surface has at least one portion having a varying cross-section.

21. An applicator according to claim 2, wherein said envelope surface has at least one portion having a cross-section that varies in size but not in shape.

22. An applicator according to claim 2, wherein said cross-section of said envelope surface, along at least one point of said core, has a general shape selected from the group consisting of: polygonal, triangular, square, pentagonal, hexagonal; oblong, oval, lenticular, star-shaped, star-shaped with three to six branches and keyhole-shaped.

23. An applicator according to claim 2, wherein said core defines the center of symmetry for at least one cross-section of said envelope surface.

24. An applicator according to claim 1, wherein said core is off-center along at least one point along the length of said brush.

25. An applicator according to claim 1, including at least two sets of bristles of different diameters.

26. An applicator according to claim 1, including at least one set of bristles made of a resilient material.

27. An applicator according to claim 1, including at least one set of bristles including a compound making it easier to slide over keratinous fibers.

28. An applicator according to claim 27, wherein said compound is a particulate compound.

29. An applicator according to claim 1, including a handle, and wherein said rod is connected to said handle.

30. An applicator according to claim 29, wherein said handle is arranged to close in sealed manner a receptacle containing said substance to be applied.

31. An applicator according to claim 1, wherein said longitudinal axis of said bristle-carrying portion of said core extends entirely on the same side of a plane containing said longitudinal axis of said end of said rod.

32. An applicator according to claim 1, wherein said rod of said bristle-carrying portion includes a remote end which constitutes a furthest point of said bristle-carrying portion from said longitudinal axis of said end of said rod.

33. A packaging and applicator device for applying a substance onto at least one of the eyelashes and the eyebrows, the device comprising a receptacle containing the substance, and an applicator according to claim 1.

34. A device according to claim 33, further comprising a wiper disposed in such a manner as to wipe said brush when it is being removed from said receptacle.